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J. JOHN SHIMAZAKI, PLLC

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TO: Examiner BovejaCOMPANY: USPTOFAX NO.: 571-273-8300 (main number)PHONE NO.: 571-272-8105 (primary examiner)DATE: Oct. 1, 2007FROM: J. John ShimazakiNO. OF PAGES: 14 (including cover sheet)

MESSAGE:

U.S. Application Serial No. 10/657,693

Applicant: Higgs

Filing Date: September 8, 2003

For: METHOD OF OPERATING A MICRO-ENVIRONMENT WITHIN A COMMERCIAL
COMPLEX TO PROMOTE SALES OF PARTICULAR PRODUCTS AND SERVICES
OFFERED BY PARTICIPATING RETAIL MERCHANTS

To Examiner Boveja:

Attached is the Amendment in connection with the above-identified application. This Amendment is being filed within three months after the Office Action, and therefore, no extension fees are due. Although original claims 1-19 are being canceled, and new claims 20-39 are being added, there are no additional claim fees due. There are a total of twenty claims, and two are independent. There are no multiple dependent claims.

Very Truly Yours,

J. John Shimazaki
Reg. No. 37,236

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OCT 1 - 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Higgs

Serial No.: 10/657,693

Filing Date: September 8, 2003

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) Art Unit: 3622
)
) Examiner: N. Boveja
)
)

For: METHOD OF OPERATING A MICRO-ENVIRONMENT WITHIN A COMMERCIAL COMPLEX TO PROMOTE SALES OF PARTICULAR PRODUCTS AND SERVICES OFFERED BY PARTICIPATING RETAIL MERCHANTS

I hereby certify that this correspondence is being faxed to the Commissioner for Patents, fax number 571-273-8300, located at P.O. Box No. 1450, Alexandria, Virginia 22313-1450, on:

Oct 1, 2007

(date of fax)


(John Shimazaki, Reg. No. 37,236)

AMENDMENT

Commissioner for Patents
Alexandria, Virginia 22313

Dear Sirs:

This Amendment is being submitted in response to the Office Action dated June 29, 2007 entered in connection with the above identified application.

Please make the following amendments: